



# ATLANTA I NFORMATION M ANAGEMENT

## Digital Kiosk

FEC update: RFP-S-1200171

# Questions from FEC meeting 8/25/21

- What are the contract terms with the current vendor?
- What revenue did the City generate with the current kiosks?
- Where are the kiosks located with the current vendor?
- Where will the kiosks be placed for the proposed new kiosks?
- What is the difference between the current kiosks and the proposed new?
- How does the supplier determine which businesses to highlight?

## Changing Environments Inc. D.B.A “Soofa” Contract Terms

- Soofa Kiosk system was adopted and approved by City Council on 7/14/2017
- Soofa Contract Terms Started January 1, 2018 – 5 Year Term with (1) 5 Year renewal option. Contract Expires January 1, 2023. The option to Extend or Terminate must be given in writing 90 days prior to initial contract termination.
- *Changing Environments Inc. will retain 100% of all advertising revenue until the conclusion of the 1<sup>st</sup> year of operation or upon full recovery of costs associated with the installation – whichever is later.*
- *City of Atlanta will receive 20% of all revenue beyond initial recovery period.*
- City of Atlanta can use 25% of screen time after which, COA will be charged at an agreed upon rate which will be subtracted from awardee revenue.
- *City of Atlanta received \$913.77 from 2019 to 2021*



# Soofa Kiosks

## What is Soofa?

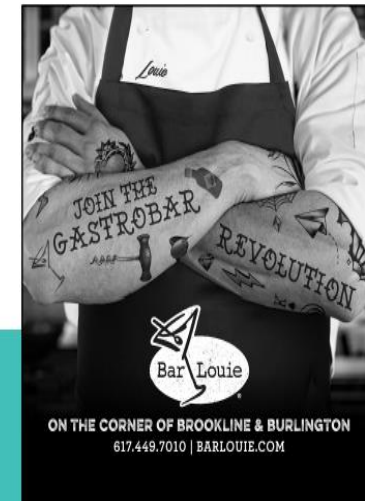
Soofa is the neighborhood news feed with screens that anyone can use.

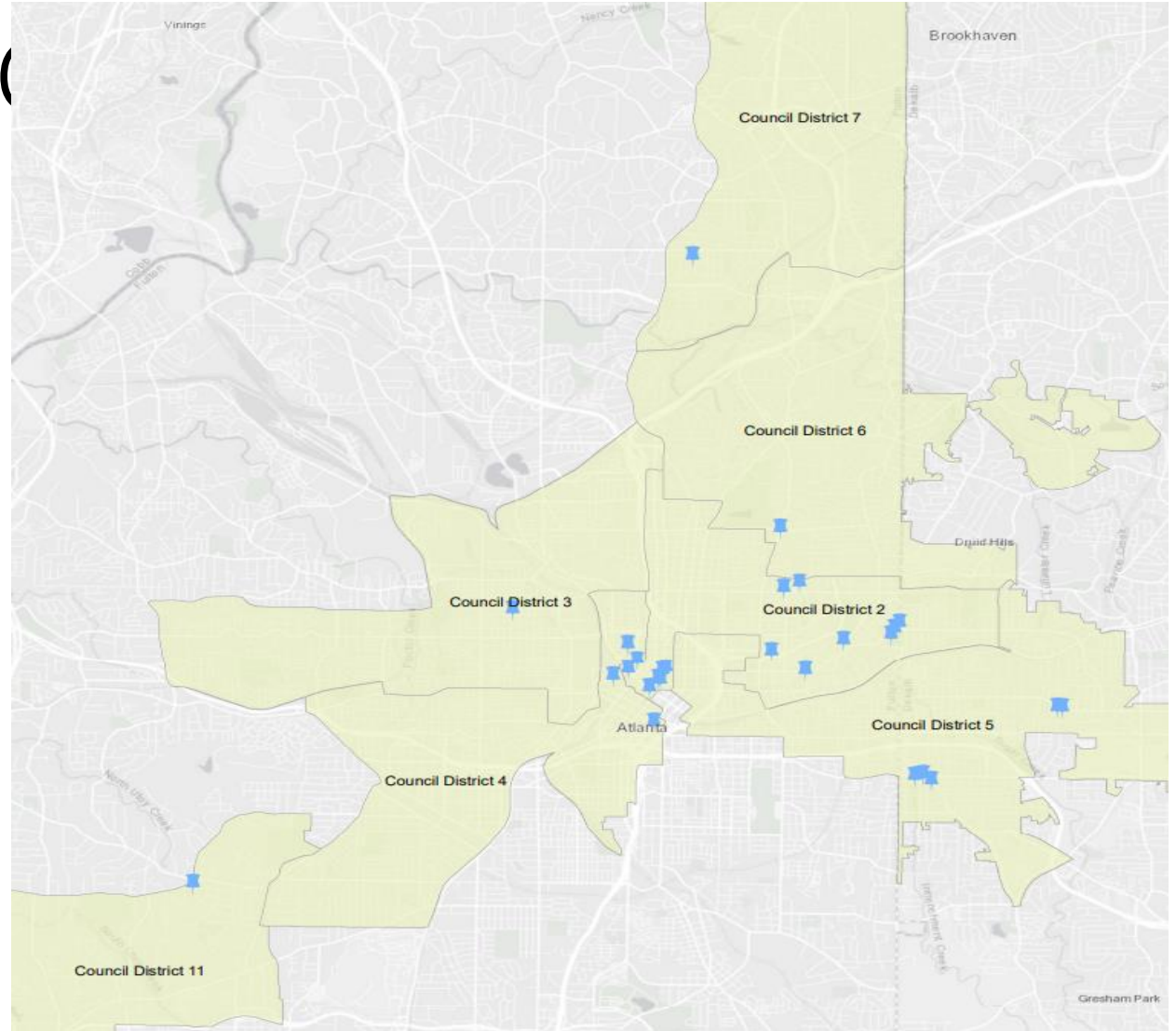
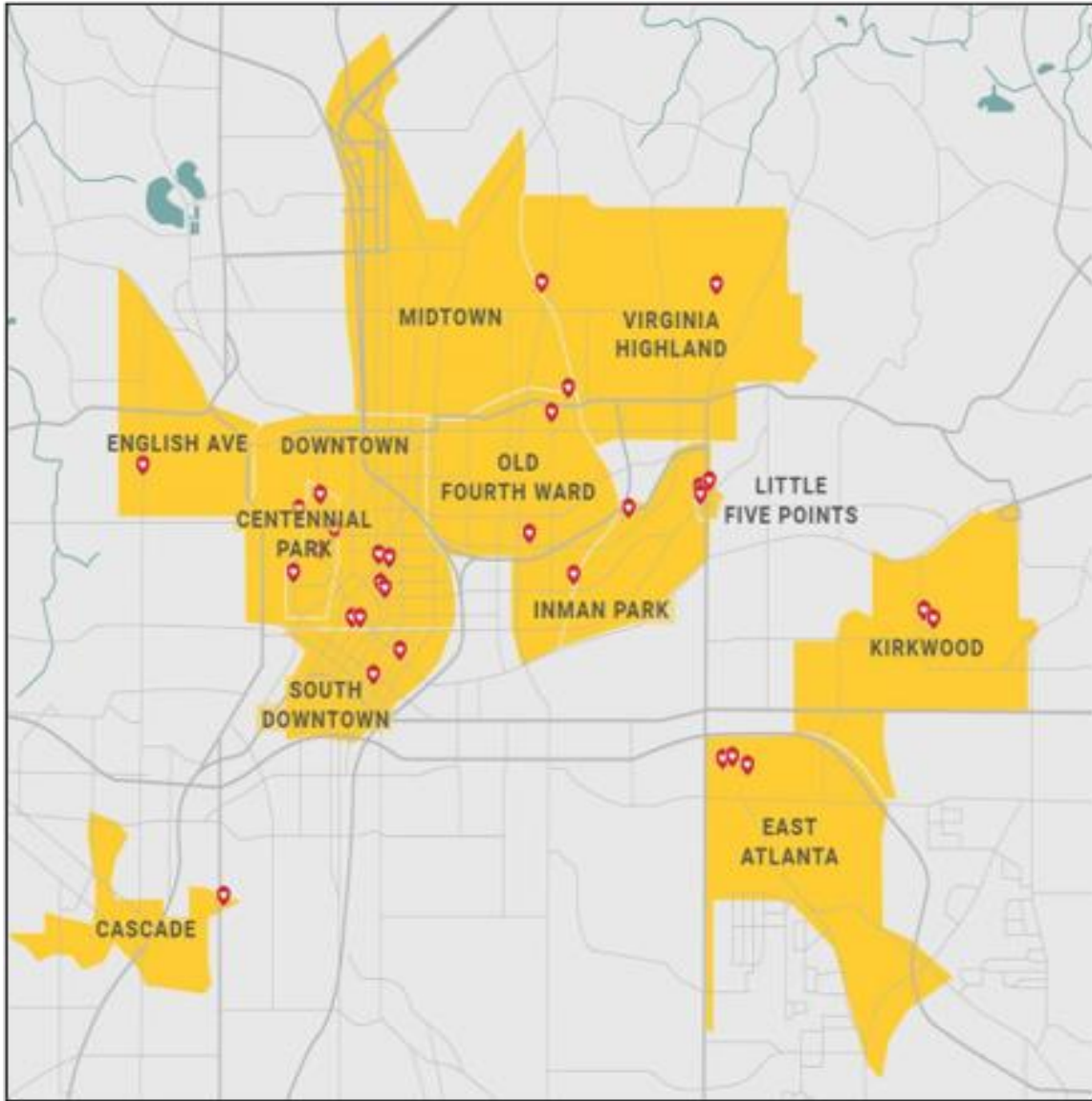
Post can be made to the Soofa signs via the Soofatalk.com website by authorized users within the City of Atlanta and Soofa Administrators.



## Soofa Signs are a great way to:

- Promote an event
- Raise brand awareness
- Advertise a specific product or offer





# KIOSK upgrade

- Existing KIOSKS

- Currently 27 kiosks (initially 10)
- 2 benches
- Revenue 20% beyond initial recovery period
- Amenities
  - Neighborhood news
  - Event promotion
  - Brand awareness
  - Advertisement

- Proposed upgrade

- Up to 120 kiosks
- Guaranteed revenue to the City with 50% revenue share
- 25% placement in underserved communities
- Amenities
  - Way finding
  - Trip planning
  - Public Wi-Fi services
  - Access to 311, 911, MARTA, rideshare
  - Event listings, weather, local advertising
  - Multi-lingual



# IKE Comparison to Soofa in Atlanta

|                                      | Soofa<br>(Currently<br>Installed) | IKE   |
|--------------------------------------|-----------------------------------|---|
| <b>Project Cost to City</b>          | City purchased Soofa kiosks.      | IKE provides kiosks at zero cost to the City. IKE pays for all hardware, software, construction, installation & maintenance costs.                  |
| <b>Touchscreen and Interactivity</b> | No touchscreen or interactivity.  | Digital touchscreen and full interactivity.   |
| <b>Revenue Generation for City</b>   | 20% of net revenue to City.       | 50% of net revenue to City. Guaranteed \$1.2M annually in revenue to City from fully deployed network of 120 Kiosks and \$6.9M forecasted annually. |



Soofa in Atlanta



IKE in Miami



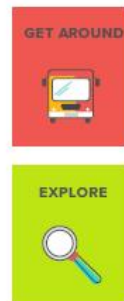
## Meet IKE

IKE interactive kiosks use smart city technology to activate the pedestrian experience and add to the vibrancy of the surrounding areas. Our commitment to innovation and ongoing investment in software development has created the true Smart City Hub. IKE is a multilingual platform with integrated features and an ever-evolving suite of applications that provide the public with everything they need, all in one place. The adaptability of the system makes IKE a responsive medium that can be customized to support the diverse needs of the City.

### DISCOVERY



### MOBILITY



### SOCIAL EQUITY

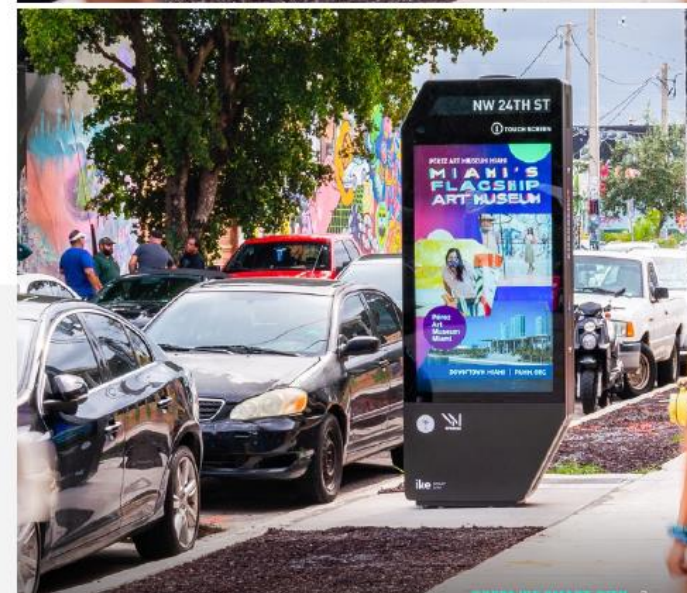


### ENTERTAINMENT



### Features & Functionality

- ▶ Free Wi-Fi up to 75' Radius
- ▶ Emergency Call System
- ▶ Optional Security Cameras
- ▶ Customizable Aesthetics
- ▶ Content Integration & Real-Time Updates
- ▶ Mobile & Web Extensions
- ▶ Data & Analytics
- ▶ Air Quality Monitor





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Q&A